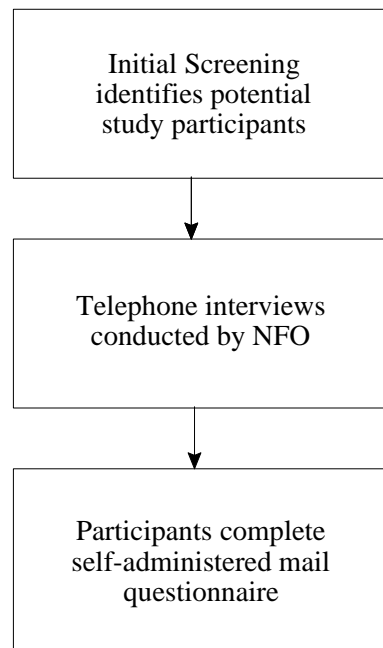


Quantitative Study Design

The quantitative study consisted of three parts: an initial screening (to identify potential study participants), followed by telephone interviews and a self-administered mail questionnaire among those selected to participate in the main portion of the quantitative study.

The Three Parts of the Quantitative Study Design



Screening to Identify Product Category Users for Use in the Study

In the first part of the quantitative phase of the study, a postcard with a very short screening questionnaire (screener) was mailed to members of the NFO Panel.²

² Consumers were screened from NFO Research's consumer panel of 550,000 households. The panel of 550,000 was randomly chosen from the population as a whole. The NFO panel consumers have agreed in advance to participate in marketing research studies. When households become members of the NFO panel, they provide a large amount of demographic information about their household (e.g., age and gender of household members, household income, household size, education and employment information on the male and female heads of household, and many other types of information). This large database of pre-recruited households allows NFO Research to:

- easily find households which are willing to participate in marketing research studies, particularly those that are longer and more complex in nature;
- design the sample (i.e., determine which households are chosen to participate in the study) in a way that ensures that the demographic make-up of participants (and thus the results) are representative of the U.S. population as a whole; and
- eliminate the need to collect a series of demographic information from each respondent, since the panel database already contains a large amount of demographic information for each panel household.

The screener contained questions to identify consumers eligible for participation in the main portion of the quantitative study (and to eliminate those consumers not eligible for participation). Screener questions asked respondents the following:

- # Whether any household member used a household cleaner in the past 12 months. For those who indicated usage of a household cleaner, the age and gender of the household member who is the primary user of household cleaners;
- # Whether any household member used an indoor insecticide in the past 12 months. For those who indicated usage of an indoor insecticide, the age and gender of the household member who is the primary user of indoor insecticides;
- # Whether any household member used an outdoor pesticide in the past 12 months. For those who indicated usage of an outdoor pesticide, the age and gender of the household member who is the primary user of outdoor pesticides; and
- # Whether the respondent had gone to the store to purchase each of the three types of products, but did not because of information contained on the label of the product.

In March 1998, the screening postcard was mailed out to a total of 10,000 NFO consumer panel households. The distribution of recipients who received this postcard was balanced to be representative of the U.S. population as a whole on age and gender of the head of household, geographic region, household size, market size, and household income. An additional 2,250 postcards were mailed out to households from three low incidence groups of interest (minority, lower formal educational level, lower income) on NFO's panel of 550,000, to ensure adequate representation in the final survey results. These low incidence groups were also balanced to be representative of their counterparts in the overall U.S. population. In April 1998, returns were closed out and the returns tabulated. A total of 8,447 households returned the postcard (69% of the number sent out). These results were then used to determine which households and which individuals to include in the main portion of the CLI quantitative study (i.e., phone and mail questionnaires) for appropriate demographic representation. Appendix 2-1 contains the screening questionnaire.

Non-User Results

As stated above, non-users (in the past 12 months) were excluded from the main portion of the quantitative study. It must be noted that among the group of consumers who said on the screener that they had not used the specific products in the past 12 months (and were thus ineligible for inclusion in the main portion of the study), a small number also indicated on the screener that they went to the store to buy such a product, but did not purchase it because of information on the package (6% of those who did not purchase household cleaners, 7% of those who did not purchase indoor insecticides, and 5% of those who did not purchase outdoor pesticides). The information on the package cited as the reason consumers did not buy the product was not specified. It cannot be determined, therefore, what biasing impact, if any, was created by excluding these consumers from the study. Based on the low number of consumers who were excluded (between 5% and 7% of non-users for each category), it is unlikely that any such biases would alter the survey findings in any meaningful way.

Sample for the Telephone Interviews and Mail Questionnaire

For each product category, a group was formed of participants who indicated that they had used that type of product in the past 12 months. Additionally, supplemental samples of low-income households (i.e., those making less than \$10,000 per year), less educated heads of household (i.e., those with less than high school education), and minorities were drawn for all three categories, and a supplemental sample of fogger users was also drawn for the indoor insecticides category. These additional samples were needed because the overall incidence of these groups in the U.S. population is so low that there would not be enough members of these groups in the nationally representative sample to allow for meaningful quantitative analysis of these particular groups.

These supplemental groups (i.e., supplemental samples) were included only for analyses that looked specifically at the group for which the supplemental sample was pulled. For example, the respondents who were part of the supplemental group for low-income households were included only in the separate analysis of consumers from low-income households. Excluding these special supplemental groups of respondents from other groups (e.g., the nationally representative sample) prevented the creation of an unnatural skew toward over-representing consumers from those groups for which a supplemental sample was pulled. It is important to note that, due to random selection, there are still members among the nationally representative sample who fall into the demographic groups for which supplemental samples were pulled.

The samples for each product category were balanced to be representative of the portion of the U.S. population that uses that particular category (i.e., household cleaners, indoor insecticides, outdoor pesticides). The samples were balanced on the following demographic variables:

- # age of user,
- # gender of user,
- # household income,
- # household size,
- # market size, and
- # geographic region.

The self-administered mail questionnaires were mailed out to a total of 6,438 households, broken down as follows:

Nationally representative sample of category users:	
All categories	1,775 per category

Supplemental Samples				
	Low-education heads of household	Low-income households	Minority households	Fogger users
Indoor insecticides	102	122	77	144
Household cleaners	102	124	90	N/A
Outdoor pesticides	108	132	112	N/A

When survey returns were closed in early June 1998, a total of 3,234 consumers (50% of the total sent out) completed both the telephone and mail portions of the study, with approximately 850 to 900 being nationally representative users of each of the three product categories. As appropriate, the remainder of returns were used to supplement the various low incidence groups.